



MARKET

One Kenyan company is "steeling" a march on its rivals by continuously growing and expanding its operations in order to offer its customers a one-stop shop for all their requirements.

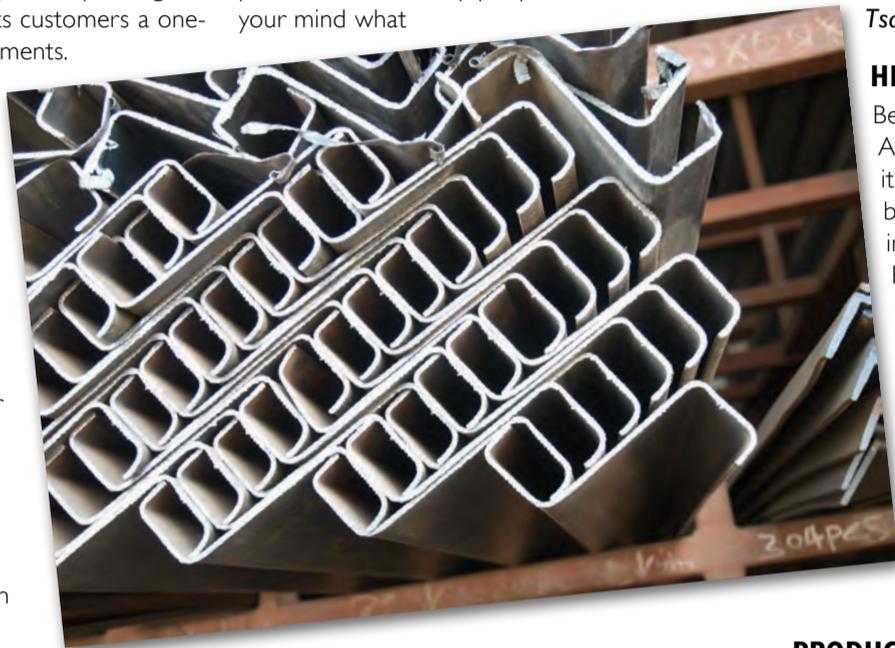
Apex Steel Limited has morphed from its beginnings as a supplier to also become a manufacturer in order to meet the needs of its clients in the hardware, construction, fabrication and engineering industries. With its proven track record in meeting the complex demands of steel for large multi-projects ongoing simultaneously, 'APEX TMX' deformed bars continue to be a preferred choice for all developers, contractors and architects for its consistency in quality.

As a major supplier of steel to the construction industry, Apex Steel has been involved in many major Kenyan projects.

ACHIEVEMENTS

When you drive along the majestic Thika Road Superhighway in Kenya, has it ever occurred to you who are the authors of the steel bars that

suspend tons of concrete and vehicles above in the air? And the Villa Rosa Kempinski... behind the pink bricks, unseen by people does it cross your mind what



supports the structure that gives the hotel its towering presence? As you swim in the hanging pool of the Hotel Sankara, have you wondered what enables the design of the suspended pool?

In your day-to-day activities, you are actually interacting with 'APEX STEEL' - **The Backbone of Construction.**

'APEX TMX' – being strong and malleable steel gives shape to a Developer's vision or a Fabricator's concept.

You drive several feet above the ground on the Thika Road Superhighway because of Apex Steel's assured quality of construction steel bars. You lodge in the clouds relaxedly, in the Villa Rosa as the concrete is held together by deformed bars manufactured by Apex Steel. And you swim with confidence at the Hotel Sankara because it's 'APEX TMX' the high quality steel from Apex Steel is the assurance that the building is secure.

In addition to *Thika Road Superhighway, Villa Rosa Kempinski and the Sankara Hotel, Apex Steel has been used in several projects; to name a few:- Delta Towers, CFC Bank, Purshottam Place, 9 West, One West, 14 Riverside, Hotel Radisson, Riverside Park, Mombasa Port Expansion, English Point Marina, Tsavo –*

Embakassi Transmission Line, Tana River Hydro Power Plant, Southern Bypass, Northern Bypass, Sondu-Miriu Dam, Kwale Base Titanium and Tsavo Transmission Lines.

HISTORY

Being operational for over 40 years, Apex Steel has undoubtedly proven itself over the turn of the century as the benchmark of quality and innovation in the Construction, Engineering and Fabrication industries. Apex Steel began its operations in Mombasa in 1971 and since then, its expertise has been providing sustainable solutions to Contractors and Fabricators in the supply of steel, plumbing, piping, roofing, hi-spec plastics and general hardware items.

Apex Steel's testimonials are in the iconic structures all over Kenya and East Africa.

PRODUCT

Traditionally, twisted bars were used in building construction projects. However, globally, twisted bars have been banned due to their inconsistency in quality. The new generation steel - namely 'Deformed Bars'; also known as 'Ribbed Bars' are now being used all over the world. In Kenya, Apex Steel was the pioneer in bringing to the industry deformed bars, manufacturing them locally but to international standards. Apex Steel was the first to introduce deformed bars, be awarded a KEBS approval for deformed bars and attain the 'Diamond Mark of Quality'.

Quality

The KEBS requirement is Grade 460 however the deformed bars manufactured by Apex Steel are of Grade 500 (British Standards BS: 4449).

Apex Steel's deformed bars are trademarked as 'APEX

TMX' and every one metre of the deformed bar has this name inscribed on it. The manufacture of this superior steel bar began in 2007. 'APEX TMX' is the State-of-the-Art new-generation high-strength steel with superior qualities as below:-

- High yield strength (500 N/mm²) or more.
- Higher ductility (It can sustain shocks in earthquake prone regions).
- Better elongation.

Years On, Steel Strong.

"APEX TMX" steel can be described as a New Generation High Strength steel having superior properties, such as:

- Higher strength of 500N/mm
- Better weldability
- Increased ductability and bend ability
- Anti corrosive properties
- Better and more consistent elongation which, meet the highest internationally recognized quality standards.

Here at Apex Steel, we give you the comfort of assurance by branding each meter of the steel bar with the 'APEX TMX' brand, to be confident in the quality guaranteed.

For more information, please contact us on: Mobile: 0733 640 150 | 0722 828 850
 ISDN: 020 69 69 010 and sales@apex-steel.com, www.apex-steel.com.

- Better weldability.
- High resistance at high temperatures (sustains buildings during event of fire).
- High corrosion resistance.

'APEX TMX' is manufactured through German Technology with ISO certification ISO 6935-2:2007 and BS: 4449. Locally, Kenya Bureau of Standards (KEBS) requires deformed steel bars of Grade 460. 'APEX TMX' is Grade 500. 'APEX TMX' was the first deformed bar to be given a KEBS mark of approval. It was later awarded the Diamond Mark of Quality by KEBS. **Customised Solutions** - 'APEX TMX' rightly so forms the backbone of the construction and the fabrication industry. Apex Steel provides customised and sustainable solutions to every construction need.

With 'APEX TMX' even complex projects are possible.

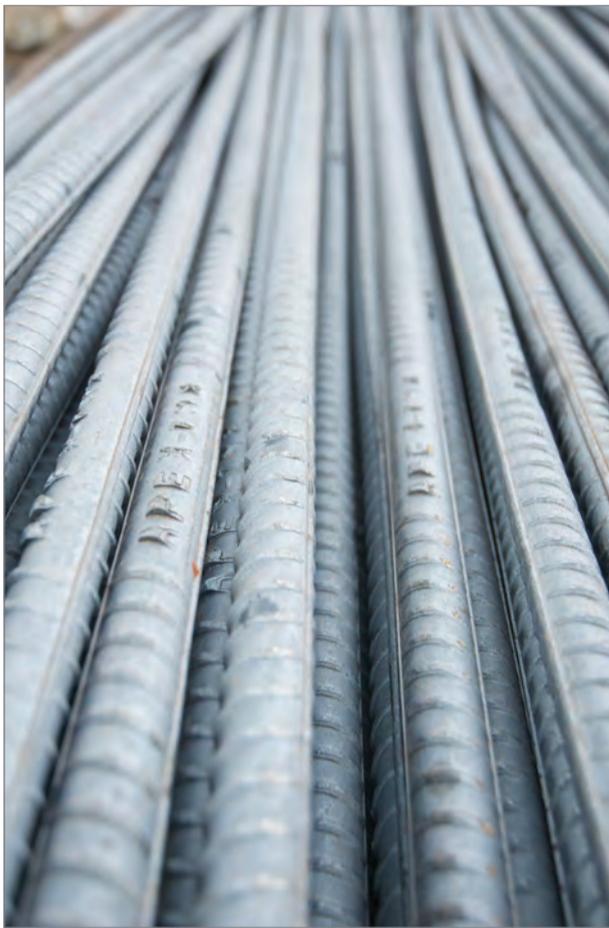
Test and See The 'APEX TMX' deformed bars are manufactured with cutting edge technology at their plant in Athi River. There is a continuous testing process to ensure quality. 'APEX TMX' steel bars can be spotted easily. Every one metre of the deformed bar has the imprinted name 'APEX TMX', thereby assuring the user of superior quality. Apex Steel's pioneering in this seal serves not only as a recognition brand but also as a mark of pride in the quality of their work.

Other Products

Apex Steel also manufactures Tubes, Rectangular; Square; Circular Hollow sections; Furniture Tubes, Angles and Flats, Z Purlins; T Sections and trade in over 4,000 items including Beams.

RECENT DEVELOPMENTS

In 2010 Apex Steel acquired Ken Aluminium Products; now known as Kap Plastics. Kap Plastics manufacturers PPR pipes for hot and cold



water – the brand name for which is 'Hydroflo'. This factory is based on Lunga Lunga Road in Nairobi's Industrial Area.

'Hydroflo' is manufactured from virgin material with no fillers or additives ensuring sustainability in quality and performance to last over 50 years.

Again, for the purpose of identifying a quality product; these pipes are branded 'Hydroflo'. 'Hydroflo' is being specified in several projects by more and more Consultants due to its proven superior quality.

Driven by the pillars of innovation; efficiency and value addition Apex Steel also markets and represents franchises offering unique solutions. These include:-

Wavin – The Global leader in Plumbing and Piping Solutions. The Wavin Group is the leading supplier of plastic pipe systems and solutions in the world that provides solutions for tap water, surface heating and cooling, soil and waste, rain and storm water, distribution of drinking water; gas and telecom applications.

Zinga- The film galvanising system ZINGA® is a one pack coating that contains 96% zinc in the dry film and provides cathodic protection to ferrous metals to prevent corrosion.

Graco Airless Spraying Machine - The world's premier manufacturer of fluid-handling equipment and systems.

PROMOTION

In the constant endeavour to reach customers and enhance availability, Apex Steel have branches at strategic locations within Nairobi, namely Apex NIKU Hardware in Gikomba; Apex MINI Hardware in Kirinyaga Road and Apex Steel in Mombasa.

Apex Steel's vision is to be the partner of choice in offering innovative, efficient and quality products within Kenya and beyond. Developers and Contractors conscious about quality insist on working with Apex Steel for good reason.

Apex Steel actively communicate their winning propositions through industry related media channels. They participate in exhibitions, conventions, products seminars all over - targeting different segments and, in addition, they utilise direct mailing to reach potential customers.

Apex Steel's endeavour continues to be to meet international standards with localised availability.

www.apex-steel.com

STEEL YOU CAN BUILD A REPUTATION ON

Do you have a construction project and need steel? Contact Apex Steel. You want Quality? APEX TMX is KEBS approved with a Diamond Mark of Quality! You want strength? KEBS requires Grade 460. APEX TMX took it further, we are Grade 500. With a wide range of products in steel like deformed bars, angles, flats, channels, beams, hollow sections, MS plates, pipes, plumbing solutions, water purification and corrosion protection solutions available across the country, wherever you are building you don't need to go anywhere but Apex Steel!

For more information, please contact us on: Mobile: 0733 649 199 | 0722 828 850 | ISN: 020 69 69 005 and sales@apex-steel.com. www.apex-steel.com.

apex steel
Power to Build



Things you didn't know about APEX STEEL

Apex Steel Ltd began its operations in 1971 in Mombasa, as a hardware store, to meet the needs of the hardware, construction, fabrication and engineering industry.

Apex TMX Steel is a new-generation high strength steel having superior properties.

Through innovation; cutting edge technology and consistency Apex TMX has now become the leader in high quality construction; engineering steel and building materials.

Apex Steel are the first deformed bar manufacturer in Kenya to get KEBS certification; a Diamond mark of quality for its reinforcement steel.

Apex Steel was the first company to produce deformed bars in Kenya.

Apex Steel was also the first company to have the Brand name on every metre of the bar in Kenya.

Superbrands